WHAT IS CLAIMED IS:

1. A computer implemented method of product ordering and inventory repositioning for a promotion in a supply chain management system utilizing a network, comprising:

obtaining via the network from a plurality of stores in a first region, each store associated with a respective distribution center within the first region, point of sale data for a short period of time relative to a length of time allotted for a current product sales promotion;

causing a computer calculation of a product demand level for stores associated with at least one distribution center for the current product sales promotion based on an outlook model and the point of sale data;

causing a computer calculation of a product amount for the at least one distribution center based at least in part on the product demand level for stores associated with the at least one distribution center; and

taking an electronic action based on the product amount for the at least one distribution center.

2. The method of claim 1, further comprising:

obtaining via the network from multiple distribution centers in the supply chain historical invoice data, the historical invoice data indicative of products ordered for historical product sales promotions from the distribution centers by stores associated with the respective different distribution centers;

causing a computer determination of correlations among multiple distribution centers based on the historical invoice data, and indicating that a predictor/predictee relationship exists between pairs of the distribution centers if the pair of distribution centers exhibits at least a predetermined correlation; and

causing a computer calculation of a predictor/predictee index value for the predictor/predictee pairs based on the historical invoice data, where the predictor/predictee index value indicates the ratio of the product sales volume for stores in the predictee distribution center to the product sales volume for stores in the predictor distribution center determined based on the historical product invoice data.

3. The method as defined in claim 1, wherein the outlook model is for the first region, and wherein the causing a computer calculation of a product demand level for stores associated with at least one distribution center is based at least in part on a product demand level for the stores in the first region for the current product sales promotion based on the outlook model and the point of sale data.

4. The method of claim 3, wherein the causing a computer calculation of a product demand level for stores associated with at least one distribution center comprises:

causing a computer calculation of a product demand level for stores associated with one distribution center for the current product sales promotion based on the outlook model and on point of sale data for the short period of time obtained from at least one store associated with the one distribution center.

5. The method of claim 4, wherein the calculation of the product demand level for the stores associated with the one distribution center comprises multiplying a per day average product demand level over the short period of time for an average store associated with the one distribution center by the per day average product demand level over the promotion for an average store within the first region, and dividing by the per day average product

demand level for the average store within the first region over the short period of time.

6. The method of claim 3, wherein the product demand level calculated for the stores in the first region includes a demand level for stores for which no point of sale data has been obtained in the current product promotion.

7. The method of claim 1, wherein the causing a computer calculation of a product demand level for stores associated with at least one distribution center comprises:

causing a computer calculation of a product demand level for stores associated with one distribution center for the current product sales promotion based on the outlook model and on point of sale data for the short period of time obtained from at least one store associated with the one distribution center.

8. The method of claim 1, wherein the causing a computer calculation of a product demand level for stores associated with at least one distribution center comprises:

causing a computer calculation of a product demand level for the stores associated with a first distribution center for the current product sales promotion based on the outlook model and on point of sale data for the short period of time obtained from at least one store associated with the first distribution center; and

when a predictor/predictee relationship exists between the first distribution center and a second distribution center, causing a computer calculation of a product demand level for the stores in the second distribution center for the current product sales promotion based on the product demand

level calculated for the first distribution center and a predictor/predictee index value for the first and second distribution centers.

9. The method of claim 8, wherein the product demand level for the stores in the second distribution center is calculated to be the product demand level for the stores in the first distribution center multiplied by the predictor/predictee index.

10. The method of claim 8, wherein the causing a computer calculation of a product demand level for the stores in the second distribution center is performed only when point of sale data has not been obtained during the current product sales promotion for a predetermined number of stores associated with the second distribution center.

11. The method of claim 8, wherein the determination of the correlation between the first distribution center and the second distribution center is based on historical invoice data from at least one historical product sales promotion.

12. The method of claim 2, wherein the causing a computer calculation of a product demand level for stores associated with at least one distribution center comprises:

when point of sale data has not been obtained during the current product sales promotion for a predetermined number of stores associated with one distribution center and when there is no predictor/predictee relationship between the one distribution center and any of the distribution centers for which point of sale data has been obtained for the predetermined number of stores during the current product sales promotion, causing a calculation of a product demand level of stores associated with the one distribution center

based on historical invoice data for the one distribution center and the outlook model.

13. The method of claim 1, further comprising:

causing a computer calculation of a product component amount for the at least one distribution center based on the product amount for the at least one distribution center and a component file listing the product components of the product.

14. The method of claim 1, further comprising causing a computer calculation of a product inventory needed at the at least one distribution center based at least in part on the product amount for the at least one distribution center, and product inventory within the supply chain and accessible by the at least one distribution center or the stores associated with the at least one distribution center.

15. The method as defined in claim 14, wherein the electronic action comprises displaying electronically the product inventory needed in an alert message.

16. The method as defined in claim 14, wherein the electronic action comprises posting the product inventory needed to a website.

17. The method as defined in claim 14, wherein the electronic action comprises repositioning inventory or generating a purchase order for additional products based at least in part on the product inventory needed.

18. The method as defined in claim 1, wherein the outlook model is for a first product, and further comprising:

causing a computer calculation of a second product change index based on historical point of sale data for a second product;

causing a computer calculation of a product demand level for the second product for the stores associated with the at least one distribution center for the current product sales promotion based on an outlook model for the second product, the second product change index, and point of sale data obtained during the current promotion.